

FILED BY FACSIMILE-FAX NO. 571-273-8300 - Sixteen (16) PAGES**RECEIVED
CENTRAL FAX CENTER****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE APR 28 2008**

IN RE APPLICATION OF: LEANDROS KONTGOURIS

SERIAL NO.: 09/742,438

GROUP ART UNIT: 3622

FILED: December 22, 2000

EXAMINER: A. Duran

FOR: ADVERTISING SYSTEM AND METHOD WHICH
PROVIDES ADVERTISERS WITH AN ACCURATE
WAY OF MEASURING RESPONSE, AND BANNER
ADVERTISEMENT THEREFOR

ATTY. REFERENCE: KONT3001/BEU

COMMISSIONER OF PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith is a communication/amendment in the above-identified application.

☐ Small entity status under 37 CFR 1.9 and 1.27 is claimed.☒ No additional fee is required.

The fee, if any, has been calculated as shown below:

Fee Basis	Number of Claims After Amendment	Highest Number Previously Paid For	Extra Claims	Small Entity	Full Fee
Total Claims		¹	³	× \$ 25 =	× \$ 50 =
Independent Claims		²	³	× \$ 100 =	× \$ 200 =
<input type="checkbox"/> First Presentation of Proper Multiple Dependent Claim				+ \$ 180 =	+ \$ 360 =
TOTAL					

¹ If less than 20 enter 20.² If less than 3 enter 3.³ If less than 0 enter 0.☐ Please charge my Deposit Account Number 02-0200 in the amount of \$_____. A duplicate copy of this sheet is attached.☐ A check in the amount of \$_____ is attached.☐ The Commissioner is hereby authorized to charge any additional fees associated with this communication, including fees due under 37 CFR 1.16 and 37 CFR 1.17 or credit any overpayment to Deposit Account Number 02-0200. A duplicate copy of this sheet is attached.☐ Also enclosed is/are:

23364

Customer Number

Phone: (703) 683-0500

DATE: April 28, 2008

Respectfully submitted,


Benjamin E. Urcia

Attorney for Applicant

Registration Number: 33,805

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CENTRAL FAX CENTER****APR 28 2008**

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:)	<u>Group Art Unit:</u> 3622
)	
Leandros KONTOGOURIS)	<u>Examiner:</u> A. Duran
)	
Serial Number: 09/742,438)	<u>Attorney Docket:</u> KONT3001beu
)	
Filed: December 22, 2000)	<u>Confirmation No.:</u> 8890

**For: Advertising System And Method Which Provides Advertisers With An Accurate
Way Of Measuring Response, And Banner Advertisement Therefor**

AMENDMENT AND RESPONSE

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the Official Action dated January 28, 2008.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 8.